

**METHOD AND SYSTEM OF REAL-TIME OPTIMIZATION AND
IMPLEMENTATION OF CONTENT AND ADVERTISING PROGRAMMING
DECISIONS FOR BROADCASTS AND NARROWCASTS**

ABSTRACT

A system for adapting the content of a stream of user requested data elements having a computer processor for processing content selection, a storage media for storage of data elements, a data streaming delivery module functionally
5 coupled to said computer processor which delivers the stream of data to the user, a real time tracking module which provides a first signal indicative of the number of users, a content selection module which determines which data elements are placed into the data stream based upon the value of the first signal.